IGTV

What is Instagram TV **(IGTV)**?

IGTV is a **video channel** this is accessible from instagram.
(it also has a separate app!)

It is **cross promotable** on all of your social media channels

Why would you want to use IGTV for **your brand**?

Video out performs all other forms of content

38%

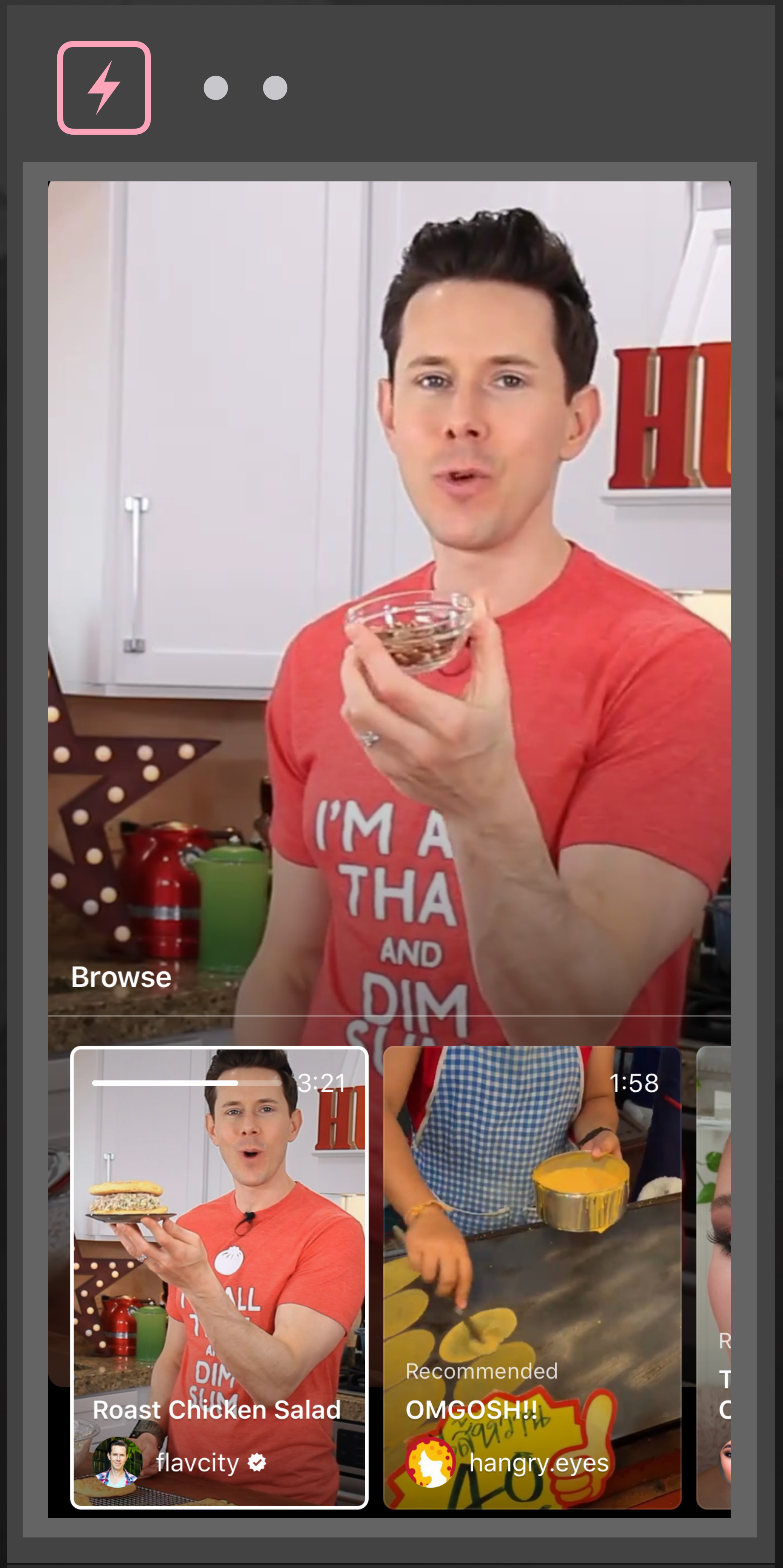
more **engagement** than images

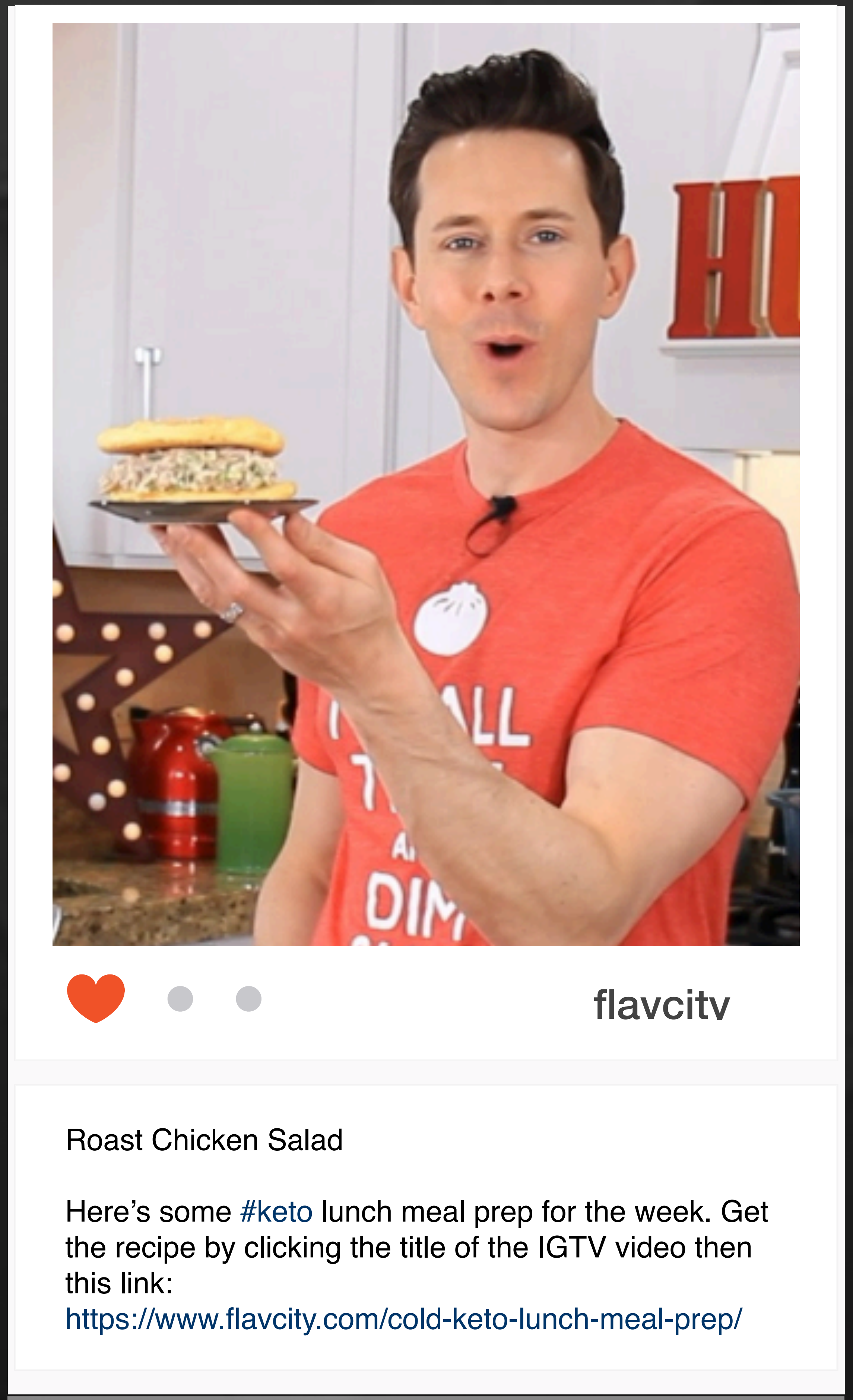
2.1x

more **comments** than images

An IGTV video is **longer** in length than a story on the Instagram App

You can share a portion of this video on Instagram


Browse
3:21
Roast Chicken Salad
flavcity
1:58
Recommended
OMGOSH!!
hangry.eyes



Roast Chicken Salad

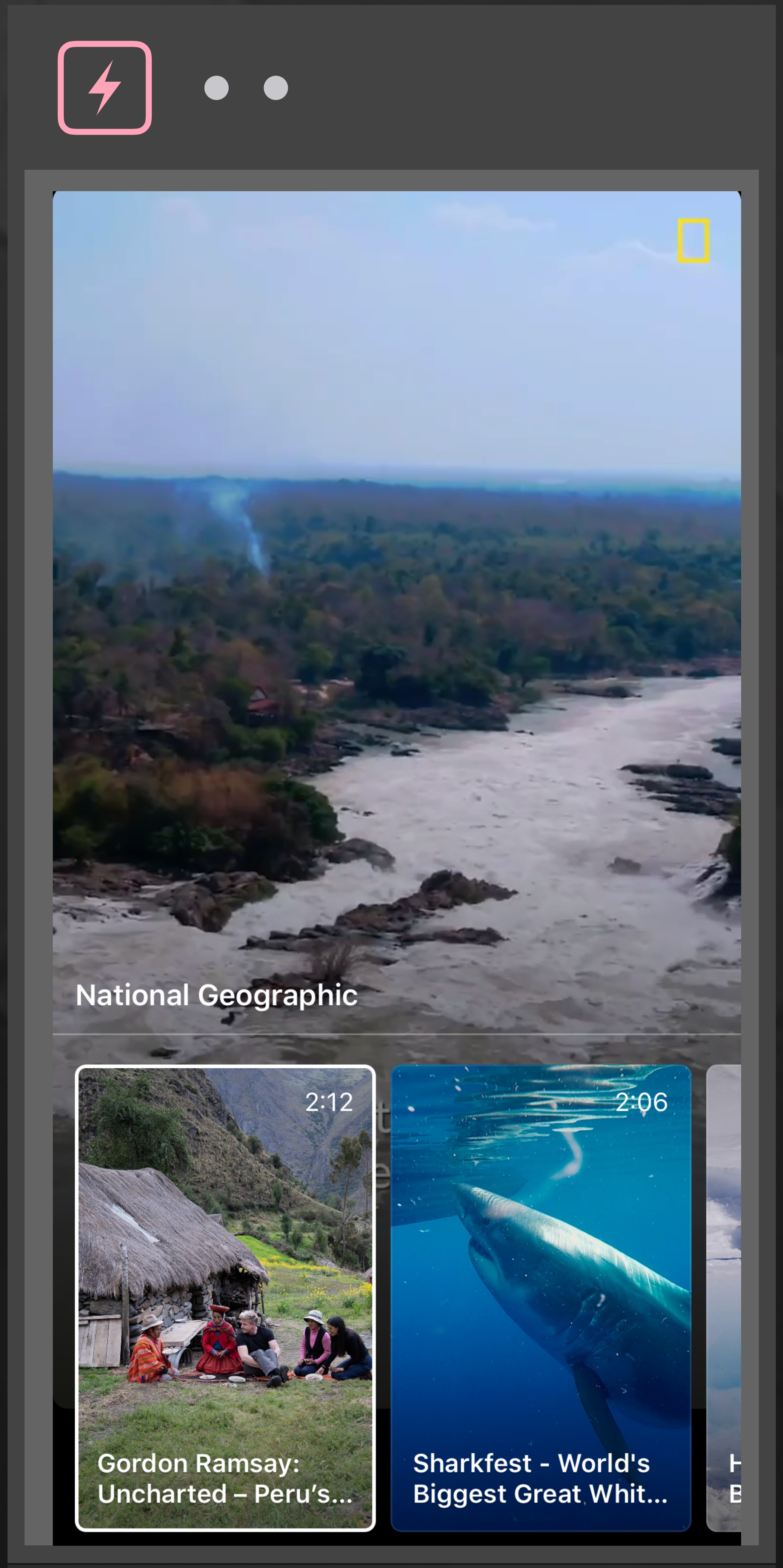
Here's some #keto lunch meal prep for the week. Get the recipe by clicking the title of the IGTV video then this link:
https://www.flavcity.com/cold-keto-lunch-meal-prep/

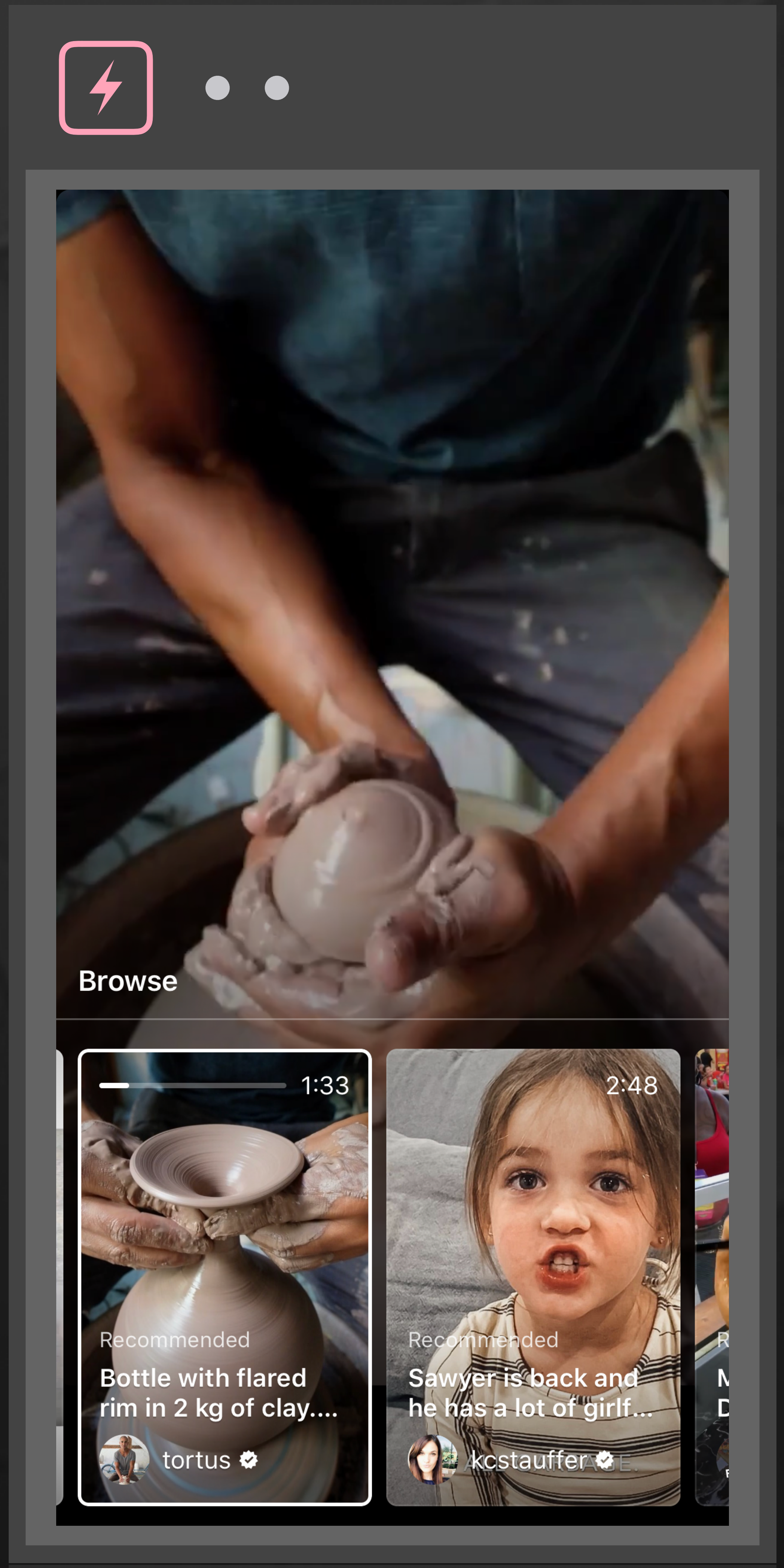
You can upload **pre-recorded** videos

The video description can contain a **clickable** link

Here's how to **get the most** out of your IGTV posting

- Use consistent **design**
- Use the **sequential series** tactic
- Use your **hashtags**
- Have a **clickable** link option in the description
- **Share** a portion of it on your instagram profile and story
- Make sure your video **hooks** your audience fast!
- Post videos that are longer than your stories to **add value** for your audience


National Geographic
2:12
Gordon Ramsay: Uncharted – Peru's...
2:06
Sharkfest - World's Biggest Great Whit...


Browse
1:33
Recommended
Bottle with flared rim in 2 kg of clay....
tortus
2:48
Recommended
Sawyer is back and he has a lot of girlf...
kcstauffer

Check your **analytics** for your engagement to help you craft better and stronger videos for your audience.

ie. longer videos aren’t viewed to the end, make them shorter!